

NEWSLETTER

Support Alliance For Emergency Readiness

www.safersantarosa.org

14 October 2013

No act of kindness, no matter how small, is ever wasted. - Aesop

NEEDS. REQUESTS, DONATIONS

We can do no great things -- only small things with great love. -- Mother Teresa

"You make a living by what you get, but you make a life by what you give". -- Winston Churchill

HEALTHY START BABY SHOWER

Due to TS KAREN, the original date of the Baby Shower was changed to the 26th of October. Thank you for allowing us the opportunity to consider safety first while rescheduling this event.

We look forward to again seeing those of you who have participated in the past and, for those of you who are new to the Baby Shower, we look forward to sharing this experience with you! Call if you have any questions.





BS New date 10-26 BS-Flyer-2013-1.pdf

Barbara Bowman, MSW bbowman@healthystartsantarosa.org 850-626-6751 www.healthystartsantarosa.org

SUPPORT GULF COAST VETERANS HEALTH CARE SYSTEM; VETERANS STAND DOWN 2013!

Stand Downs are one part of the Department of Veterans Affairs' efforts to provide services and support to homeless Veterans. Stand Downs are events used to provide direct access to services and comfort items for homeless Veterans. Offerings will include food, information on shelter, clothing, health screenings, VA benefits counseling, and referrals to a variety of other necessary services, such as housing, employment and substance abuse treatment. Stand Downs are collaborative events, coordinated between local VAs, other government agencies, and community agencies who serve homeless veterans.

You are invited to support the 2013 Veterans Stand Down by participating as a service provider.

To become a participant please complete and submit the attached (Service Providers for Event Registration Form).





2013 Stand Down Flier Stand Down Svc Provider Registra JACC 2013 (2).pdf

Email the form to: serene.keiek@ecoh.org. Or fax to: 850-436-4656. Or send to: EscaRosa Coalition On the Homeless Attn: VA Stand Down, 3702 N. Pace Blvd, Pensacola FL 32505.

Only those registered by Oct 16th will be allowed to participate. You will receive a confirmation on your space prior to the event.

We have limited supplies so all requests will be filled on a first come basis.

You are encouraged to bring your own table and chairs if possible.

You will need to bring your own signage and tent. Limit (1) 10ft x 10ft tent.

DEADLINE: All providers must submit Registration Form on/or before 16/Oct/2013

Set-up Date: Thursday, October 24 8:00 AM – 3:00 PM (Volunteers will be required to attend

a volunteer orientation).

Event Date: Friday, October 25 8:00 AM – 1:00 PM

Location: Joint Ambulatory Care Center (JACC) 790 Veterans Way, Pensacola, FL 32507 (North side of the facility).

Service Provider Contact: Serene Keiek cp: (850)-232-9548.

What is a Stand Down?

In times of war, exhausted combat units requiring time to rest and recover were removed from the battlefields to a place of relative security and safety. At secure base camp areas, troops were able to take care of personal hygiene, get clean uniforms, enjoy warm meals, receive medical and dental care, mail and receive letters, and enjoy the camaraderie of friends in a safe environment. In the military, Stand Down afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being. Today's Stand Down affords the same opportunity to homeless veterans.

Please come, your presence will make a difference.

Serene Keiek Project Manager EscaRosa Coalition On the Homeless, Inc. 850.439.3009 Telephone

SANTA ROSA COUNTY OFFERS PRESCRIPTION DISCOUNT CARD

Santa Rosa County Offers Prescription Discount Card
-Residents can take advantage of savings an average of 24 percent-

On Thursday, Oct. 3 Santa Rosa County is launching a new program to help county residents deal with the high cost of prescription medications. Through a partnership with the National Association of Counties, the program provides area residents with a discount prescription card that can save residents an average of 24 percent off the retail price of prescription medications. The card is available at no cost to residents.

To print an ID card that can be used immediately at a participating pharmacy, locate a pharmacy, or access other program tools, visit www.caremark.com/naco or www.caremark.com/naco or www.caremark.com/naco or www.santarosa.fl.gov/RXplan. Additionally, residents can pick up a card at each Santa Rosa County library. The toll free number 1-877-321-2652 is also available for those who need further information.

The prescription discount card can be used by those who do not have insurance or by those who have prescriptions not covered by insurance. The card can also be used to save money on some pet medications. It is accepted at 65,000 pharmacies nationwide including major chains like Wal-Mart, CVS/Pharmacy, Walgreens, Giant, Safeway, and Rite Aid. The participating pharmacies also include the majority of community-based, independent pharmacies.

The program is administered and operated by CVS Caremark. This is NOT insurance. Discounts are only available at participating pharmacies.

SERVPRO OF SANTA ROSA COUNTY/AMERICAN RED CROSS BLOOD DRIVE/PACE



Why should you give?



SERVPRO of Santa Rosa County

Blood Drive

Oops Alley, Pace FL

On the American Red Cross Bloodmobile

Saturday, October 26, 2013 10:00 am to 3:00 pm

All presenting blood donors will receive 2 free games of bowling! Drawings at the SERVPRO booth for donors. Come out and see Smokey the Bear and your local firefighters!



redcrossblood.org | 1-800-RED CROSS (1-800-733-2767)

PLSGV_DIV_Flyer_1011

GETTING AHEAD!!!

Getting Ahead in a Just-Gettin'-By World is both a workbook and a learning experience. During a 15 session course, participants work in groups to investigate their community. The Getting Ahead Investigator explores the world through economic class and begins to develop a future story for themselves using the tools in the workbook. As an Investigator you learn about the "hidden rules" of class that can help you move toward a more sustainable future!





AHEADflyerBACK.pdf

If these PDFs do not work for you then go the SAFER webpage and look in the Bridges Out of Poverty link on the left, or email me.

INFORMATION

When you cease to make a contribution you begin to die. - Eleanor Roosevelt

SMART & SUSTAINABLE COMMUNITIES (ROSEMARY BEACH, FLORIDA) **WORKSHOP**

The Gulf Coast Energy Network and its partners are proud to be hosting "Smart & Sustainable Communities" workshop on Friday, November 1, 2013 at Pearl Hotel in Rosemary Beach, FL. Details about the day-long workshop can be found by clicking on the link below. A discount for government employees is available. Due to space limitations we will cut off registration when we reach 70 participants. Please help us spread the word.

https://docs.google.com/spreadsheet/viewform?formkey=dE81QUIsTkVhc29EVnRjSzJBbFNHc VE6MA

Dave Robau, LEED AP (850) 855-2108

SANTA ROSA COUNTY BRIDGES STEERING COMMITTEE

Our next meeting will be held on Wednesday, November 13th from 1:30-3:30 p.m. at the Milton City Hall.

Topics for our next meeting:

- 1. Holiday resources! Please gather and send me any information regarding holiday assistance you know about within our community. Toys for Tots, holiday baskets, etc. We would love to have someone speak to us about their groups efforts!
- 2. Resiliency!
- 3. Bridges Board of Directors

Please save the date, I'll be sending out additional emails for RSVPs. Remember, we are missing some people from the table so if you think of someone, invite! Criminal Justice. business, government, etc.

Dawn N. Stone Secretary II Federal Programs Santa Rosa District Schools 850-983-5237 stonedn@mail.santarosa.k12.fl.us

SANTA ROSA COUNTY DOMESTIC VIOLENCE COUNCIL

SANTA ROSA COUNTY DOMESTIC VIOLENCE COUNCIL ANNUAL LAW ENFORCEMENT AWARDS LUNCHEON

"Forging Partnerships in our Community" Santa Rosa County Domestic Violence Council

Friday, OCTOBER 25, 2013 11:30 AM – 1:00 PM MILTON COMMUNITY CENTER 5629 Byrom St.

October is domestic violence awareness month. The council has chosen October 25, 2013 to honor law enforcement officers, who have exemplified the goals of the council in their professional response to domestic violence crime in Santa Rosa County.

sponsorship \$250.00 Individual tickets \$20.00 Free for law Enforcement Officers

Flyer-10-25-13

(2).pdf

To Sponsor or purchase a ticket – Make checks payable to FavorHouse of Northwest Florida

Mail payment to FavorHouse of Northwest Florida, Attn: Santa Rosa Law Enforcement Lunch, 2001 W. Blount St., Pensacola. FL 32501

DISASTER RECOVERY TIP #41: SUPERSTORM SANDY ONE YEAR LATER

Last week, Tropical Storm Karen was all over the news, "prepare for gusty winds, heavy rain and strong seas". By Monday morning, most Gulf Coast residents could barely remember Karen - which turned out to be a major fizzle in what has been a quiet hurricane season.

While Karen never quite lived up to the hype, there are still several takeaways worth noting:

- 1. **Tropical Storms are Fickle.** Despite strides made with local technology that have made tracking hurricanes more accurate, knowing when a storm could suddenly grow into a monster is still very much a guessing game.
- 2. When in doubt, err on the side of preparedness. It's better to be safe than sorry. "You never want to understate what's possible, because that's when people get hurt," said Shawn O'Neil, a meteorologist with the National Weather Service.

Hurricane season is not over. With the one year anniversary of Superstorm Sandy rapidly approaching, now is not the time to let your guard down. Join us for a free webinar, Hurricane Sandy: The Lessons Learned One Year Later on October 22 @ 2:00 EST.

FIRST CONFIRMED CASE OF VIBRIO VULNIFICUS INFECTION IN SANTA ROSA COUNTY

The Florida Department of Health in Santa Rosa County (DOH-Santa Rosa) has confirmed the first case of *Vibrio vulnificus* infection in a Santa Rosa County resident this year. The bacterium was identified by means of a blood culture.

Vibrio vulnificus may enter the body through a wound exposed to seawater containing the bacteria or ingestion of raw seafood, particularly oysters. DOH-Santa Rosa urges residents to avoid eating raw oysters and other shellfish and exposing open wounds to seawater and estuarine water that may harbor the bacteria. Occurring naturally in the warm waters, particularly during the warm summer months, Vibrio vulnificus has the potential to cause serious illness.

Among healthy individuals, ingestion of *vibrio vulnificus* can cause vomiting, diarrhea, and abdominal pain. Symptoms of *vibrio vulnificus* in a wound infection also typically include swelling, pain, and redness at the wound site. Individuals experiencing these symptoms, especially after exposure to seawater or eating raw shellfish should contact a physician immediately for diagnosis and treatment.

Thoroughly cooking oysters and other shellfish, either by frying, stewing, or roasting eliminates harmful bacteria and viruses in the meat. Consuming raw oysters that have undergone a post-harvest treatment process to eliminate the bacteria can also reduce the risk of illness. Avoiding exposure of open wounds to seawater and estuarine water reduces the risk of wound infections.

Additional information on *Vibrio vulnificus* can be found at http://www.cdc.gov/nczved/divisions/dfbmd/diseases/vibriov/index.html.

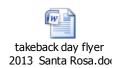
The Florida Department of Health in Santa Rosa County works to protect, promote, and improve the health of all people in Florida through integrated state, county, and community efforts.

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

Dispose of your expired or unused Prescription drugs safely Saturday, October 26, 2013

At the following locations: Santa Rosa Sheriff's Offices These sites are permanent drop off sites all year long with hours from 8am to 5pm. MonFri

5755 East Milton Road, Milton 1322 College Parkway, Gulf Breeze 8597 High School Blvd., Navarre 4775 Pace Patriot Blvd., Pace 3695 Highway 4, Jay



THREAT Prevent, Prepare, Recover

Whether the threat to your organization is natural or man-made, you are still working to either prevent it, prepare for it or recover from it. Your position could be under the title(s) of emergency preparedness, business continuity, disaster recovery, information technology/security or risk management. If it is, you understand threat and the impact it can have on lives and on businesses.

A new word we are hearing related to threat is "**RESILIENCE**".

But what is Resilience?

The ability to resist and/or bounce back from threat.

If you and your organization are looking to become more resilient and are in the ongoing process of trying to prevent, prepare for and/or recover from a future threat, now is the time to attend our Resilience Summit.

What is The Resilience Summit?

An event that will greatly benefit you are your organization!

This event is targeted towards all those professionals who are in charge of ensuring that their business is resilient. When you register, you fill out a form that details exactly what you would like to get out of the event. Whether it is information security or mass notification systems, we will have solution providers at the event representing your needs. A month before the event, we send you a list of the solution providers we have on board and you get to choose who you want to meet with. At the event, you only meet with those people who you have requested. Each 30-minute meeting is laid back and held in a no-hard-sale environment. Thus, you are networking and fostering business relationships.

Also at the event we will have:

- Complimentary hotel accommodations
- Informational workshops held by experts
- Drinks receptions
- An event dinner followed by a casino night

All at no cost to you! Yes, it is complimentary!

Sample Itinerary:
December 3rd/4th
Orlando, FL – The Hyatt Grand Cypress Resort

1st Day 2nd Day

7:30-8:45am Registration/Continental Breakfast		9:00-12:30pm Face-to-face meetings/workshops	
8:45-9:00am Welcome and Introduction		12:30pm	Closing luncheon
9:15-12:30pm	m Face-to-face meetings and workshops		
12:30-1:15pm	Networking Luncheon Session		
1:15-4:30pm	Continue face-to-face meetings and	d workshops	

6:00pm	Networking Drink Reception	
6:45pm	Event Dinner	
8:00pm	Casino Night	

Now is the time to register, click here!

FLU VACCINE AVAILABLE AT FLORIDA DEPARTMENT OF HEALTH IN SANTA **ROSA COUNTY**

Flu vaccine for the 2013-2014 Flu season is now available at all Florida Department of Health in Santa Rosa County clinic locations. The vaccine is available for \$30.00, and is covered by Medicare Part B for adults who are eligible. Vaccine is also available at no fee for children aged 6 months through 18 years through the Vaccines For Children program. Quantities of the free vaccine are limited, so it is suggested that parents call the clinic to verify vaccine availability.

Clinic locations and hours:

Milton Clinic

5527 Stewart Street

Hours: 8:00 a.m. - 4:30 p.m., Monday and Thursday

Closed for lunch from 12:00 Noon - 1:00 p.m.

Phone: 850-983-5200

Midway Clinic

5840 Gulf Breeze Parkway

Hours: 8:00 a.m. - 11:30 a.m. and 1:30 p.m. - 3:30 p.m., Tuesdays only

Phone: 850-934-4074

Jay Clinic

14122 Alabama Street

Hours: 9:00 a.m. - 12:00 Noon, first Wednesday of the month

Phone: 850-983-5200

Seasonal flu vaccine protects against strains of the illness most commonly circulating. It takes about two weeks after vaccination for the body to develop the antibodies that protect against the flu. The 2013-2014 vaccine offers protection against four types of flu, two Type A and two Type B. In addition to the flu shot, the Florida Department of Health in Santa Rosa County recommends these precautions:

- Wash hands frequently using soap and warm water. If soap and water are not available, use an alcohol based hand sanitizer.
- Cover coughs and sneezes. Cough or sneeze into a disposable tissue and throw the tissue away after use, or cough or sneeze into your elbow or sleeve.
- Stay home if you are experiencing flu like symptoms, such as fever, cough, sore throat, headache and muscle aches, and keep children with symptoms home from school or day care, until fever free for at least 24 hours without the use of fever reducing medication, except to seek medical care.

For more information about the flu and flu vaccines, visit the Centers for Disease Control (CDC) website at http://www.cdc.gov/flu/keyfacts.htm.

GET PREPARED

http://do1thing.com/

This web page is an awesome way to incrementally get your family and business ready for any disaster.

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend; -) We are up to <u>678</u> people! Invite friends. <u>Let's keep growing this communications venue</u>. <u>Invite other Santa Rosans to participate</u>. Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

OPPORTUNITIES

There is no better exercise for your heart, than reaching down and helping to lift someone up. - Bernard Meltzer

DISASTER TRAINING

Shelter Fundamentals

Date: Sat., Oct 26

Time: 8:30 AM - 12:30pm

Location: Pensacola Red Cross Office, 222 N. Baylen St. 32502

Shelter Fundamentals is a basic level course that introduces the guidelines and procedures for setting up, running and closing a shelter during a disaster. Referencing shelter checklists, participants will work on a case study that takes them through four of the six phases of the Sheltering Cycle: Opening, Organizing, Operating and Closing.

Red Cross training is free and open to everyone.

To sign up or for information contact: john.murray@redcross.org

BUILDING RESILIENT COMMUNITIES: AN ONLINE TRAINING

The RAND Corporation developed a free emergency preparedness <u>online training</u> outlining how organizations and communities can better prepare for emergencies and strengthen their resilience. Resilience means:

- mitigating and withstanding the stress of manmade and natural disasters.
- recovering in a way that restores normal functioning.
- applying lessons learned from past responses to better withstand future incidents.

The training is intended for a diverse range of organizations, including businesses; faith-based organizations; hospitals, health clinics, and other health agencies; mental health providers; schools and universities; civic and volunteer groups; first responders; local government agencies; public health departments; and nonprofit agencies.

JUST IN TIME DISASTER TRAINING VIDEO ON-LINE LIBRARY

There are now 417 disaster mitigation, preparedness, response and recovery training videos embedded in the Just In Time Disaster Training Video Library with new videos being added on a daily basis.

The purpose of this **FREE** on-line library is to provide a single, easy to search source in which individuals, agencies and organizations can access Just In Time Disaster Training Videos.

The library can be accessed at the following web site:

www.JustInTimeDisasterTraining.org

Share access to this unique disaster training resource with others by linking your web site to the library today.

THREAT AND RISK ASSESSMENT

Local Jurisdiction • MGT-310

Texas A&M Engineering Extension Service

National Emergency Response and Rescue Training Center
This course prepares participants to conduct a jurisdictional Threat and Hazard Identification
and Risk Assessment (THIRA). Participant activities focus on allowing the jurisdiction to
understand threats and hazards and how the impacts may vary according to time of occurrence,
season, location, and other community factors. This knowledge helps a jurisdiction establish
informed and defensible capability targets. Participants will identify threats and hazards of
concern, give the threats and hazards context, examine the core capabilities, set capability
targets, perform vulnerability and consequence assessments, and apply the results. The course
delivery combines lecture, small group discussions, participant activities, and multimedia
scenarios to improve the jurisdiction's capability to prevent, protect, mitigate, respond to, or
recover from all-hazards events.

Training Level:

Management and Planning

Venue

Escambia County Sheriff's Office Training Department 1190 West Leonard St Pensacola, FL 32501

Course Length:

Two days (16 hours) December 3-4, 2013 0830-1630 each day

Participant Audience:

Emergency response level, supervisory and/or management personnel who respond to or have oversight responsibility for incidents caused by terrorism, natural disaster, major accidents and all other hazards. Course participants include responders from the following disciplines/services:

- Law Enforcement
- Fire Service
- Emergency Medical Services
- Hazardous Materials
- Public Health
- Public Works
- Emergency Management
- Health Care
- Emergency Communications
- Governmental Administrative

Personnel from the private sector, nongovernmental organizations, schools, and the military are also allowed to attend if invited or approved by the host jurisdiction.

Prerequisites:

Participants should work in one of the listed disciplines, have completed a WMD/terrorism awareness level course, or be approved by the local jurisdiction host. Completion of the online courses IS-700.a (NIMS - An Introduction) and AWR-160 (WMD/Terrorism Awareness for Emergency Responders) is recommended but not required. The DHS/FEMA NTED course AWR-160 is offered online by TEEX at: www.teexwmdcampus.com.

Class Size:

24-40 participants

Registration Information:

To register, please send your name, telephone number, company name and address, position title, and email address to the following individual:

Jeffrey Williamson Critical Infrastructure Planner Florida Department of Law Enforcement 850-595-2106

jeffreywilliamson@fdle.state.fl.us

Cost:

This workshop will be provided by DHS at no charge to attend – however, any lodging/per diem expenditures will not be reimbursed by DHS – those expenditures will be the responsibility of the attendees' own agency/department/company.

NEWS (blue is new)

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs-Video

http://www.youtube.com/watch?v=ZLLMDOScE4g&feature=youtu.be

Building Resilient Communities: An Online Training http://www.rand.org/pubs/tools/TL109.html?goback=%2Egde_95355_member_271477566#%2

Disaster Resilience in America: Launching a National Conversation Website http://nas-sites.org/resilience/Resilience-Events/

Moocdemic Game

MOOCDEMIC is a simulation game of a real world epidemic. It is best played on a mobile device.

https://www.moocdemic.com/

When disaster and disability converge

http://www.ipsnews.net/2013/08/when-disaster-and-disability-converge-part-one/

New Hope for Older People in a Disaster

http://blog.aarp.org/2013/08/12/hope-for-older-persons-in-a-disaster/

Active Shooter Workshop Teaches Communities to Win, not Survive

http://www.emergencymgmt.com/safety/Active-Shooter-Workshop-Teaches-Schools.html

Decision-making in a crisis: Understanding the brain

http://www.securitynewsdesk.com/2013/06/27/decision-making-in-a-crisis-understanding-the-

brain/?goback=%2Egmp 3876618%2Egde 3876618 member 257800797

Strong leaders act before disaster strikes

http://www.winnipegfreepress.com/local/strong-leaders-act-before-disaster-strikes-

214249751.html

OFB-EZ – a new, free business continuity tool

http://www.disastersafety.org/disastersafety/open-for-business-

ez/?utm_medium=email&utm_campaign=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses&utm_content=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses+CID_29d5712ad3cfda67821107234642c451&utm_source=Email%20marketing%20software&utm_term=dedicated%20OFB-

EZ%20web%20page&goback=%2Egmp_3876618%2Egde_3876618_member_249997713

To Beat the Chaos, Take a Thinking Day

http://www.linkedin.com/today/post/article/20130715110232-187399433-to-beat-the-chaos-take-a-thinking-day

HEAT SAFETY TOOL

https://www.osha.gov/SLTC/heatillness/heat_index/heat_app.html

Learning from disaster

http://www.udel.edu/udaily/2013/jun/disaster-research-062613.html

Why Do We Give? Not Why Or How You Think

http://www.npr.org/2011/11/25/142780599/why-we-give-not-why-you-think

Four Ways the Government Subsidizes Risky Coastal Rebuilding

http://www.propublica.org/article/four-ways-the-government-subsidizes-risky-coastal-

rebuilding?utm medium=referral&utm source=pulsenews

5 Things You Don't Know About Disasters

http://www.weather.com/news/fema-fugate-know-5-things-about-disaster-

20130625?cm_ven=Facebook&cm_cat=fb_article_rec&fb_ref=story_share

Map: Places That Will Flood More Often Due to Global Warming

http://www.slate.com/articles/health and science/climate desk/2013/06/map fema study shows_flood_hazard_areas_may_increase_45_percent_by_2100.html?utm_medium=referral&utm_

source=pulsenews

The Risks You Don't Think of: A Plea to Pack a 'Go Bag'

http://www.wired.com/wiredscience/2013/06/the-risks-you-dont-think-of-a-plea-to-pack-a-go-

bag/

Emerging Technology for Family Emergency Preparedness

http://www.huffingtonpost.com/tony-loftis/emerging-technology-for-f_b_3420895.html

How Social Media Is Changing Disaster Response http://www.scientificamerican.com/article.cfm?id=how-social-media-is-changing-disaster-response

Is Your Business Continuity Plan Ready for the Summer Vacation Season? http://www.disastersafety.org/disastersafety/business-continuity/

10 Worst Things to Donate After a Disaster http://money.howstuffworks.com/10-worst-things-donate-after-disaster.htm

Zombies and Preparedness: Five tips for using metaphors in exercises and outreach http://freeresources.luciencanton.com/2012/10/zombies-and-preparedness-five-tips-for-using-metaphors-in-exercises-and-outreach.html

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html

Why Aren't Americans Listening to Disaster Preparedness Messages? http://www.rand.org/blog/2012/06/why-arent-americans-listening-to-disaster-preparedness.html